

WALEED ASHOO (LITHEExcel) – 13 MAY 2020

(Notes provided by AGS Member)

Who should do the layout of your publication?

Easiest for LITHEExcel (and less expensive than competing publishing houses):

Complete publication will be in a High Resolution PDF file

If you do it, you may need to spend months on layout to get the format right, so pictures don't move, and controlling changes when converting into a .pdf file.

LITHEExcel's expertise: Word files, inserts, sidebars, pagination, Table of Contents, Cover Design

Just make a note for them where you want everything, photos, graphics, side bars, and their experts will do a layout in a .pdf format (there will be a fee charged.)

Photos: Should be 300 dpi, not higher and not much lower

Index: There is a charge for an index. LITHEExcel will do a Universal Search of your combined files to create the index, or you can do your own index and they will do the changes in the pagination.

ISBN & Retail Price:

Book stores and Amazon all require this.

LITHEExcel charges \$50 for an ISBN number and related bar code generation. LITHEExcel will take care of all the details.

LITHEExcel will help you determine a retail price, but you have the final word on this.

For example, you can have the retail price at \$59.99 (or whatever price you determine) and sell it to family members or contributors or libraries at cost or whatever price you want.

LITHEExcel's Three Stage Proofing

1. After LITHEExcel finishes the publication layout, they send you an electronic copy plus the cover design. You can download, print, edit and send it back.
2. Within one day of return of publication, LITHEExcel makes corrections and the 2nd copy is sent to you for corrections.
3. Final publication draft is printed, but not bound, then sent to you for final corrections.

Most popular Publication Sizes:

5" x 8"

6" x 9"

8 ½ " x 11"

All paper used in publications including front-pages, etc. are essentially acid free.

Special paper is used for color graphics or photos.

Cover: Should be in color even if the book is in Black & White.

Bindings:

Soft Cover with a “perfect” binding is flexible and won’t fall apart with use.

Hard Cover binding (adds about \$20), several choices including a library binding.

LITHEXcel can do “saddle stitching”.

Spine can be as small as 1/8th inch and up to 2 ¼” or 2 ½”

They even can do foldout pages.

This is discussed in more detail and explained showing you examples so you can decide what is best for you.

Amazon: You can buy and pay for the books you want to sell/distribute to family, libraries, etc. You can also make an Amazon contract with LITHEXcel. They put the book on Amazon. Then when they receive an order, they print that book & ship it. Amazon pays them (usually about 6 months later) and they pay you the agreed amount.